



Social Media Policy

Balgownie Public School P&C Association (the 'P&C Association') is committed to providing a safe and healthy environment for all school community members. This includes ensuring effective and positive communications in all mediums.

The P&C Association intends to utilise all forms of communication to promote its work and to engage the school community.

Responsibilities

Administration

The Social Media Officer (or President if the office is vacant) is responsible for the administration and moderating all P&C Association social media.

Use of social media

Social media is defined as a group of online applications such as social networking sites, wikis, blogs, microblogs, video and audio sharing sites, and message boards that allow people to easily publish, share and discuss content. The purpose of social media is to facilitate communication, promote the work of the P&C Association and engage the school community in a positive and respectful manner.

Member expectations

- In using social media, all P&C Association members agree to follow P&C Association policies, including the Code of Conduct.
- Members must clearly represent when they are speaking on behalf of the P&C Association.
- Where comments are made in a personal capacity, this should be made clear.
- Members must ensure content published reflects expected professional standards and does not bring the P&C Association or the school into disrepute.
- Members must respect copyright and fair use laws.

Members must be polite and considerate in all social media interactions.

Privacy and consent

Members must respect the privacy and safety of students, families and staff at all times.

- Photos or videos of students must only be posted with appropriate parent/guardian consent and in line with the school's photo and media consent processes.
- Do not publish students' names, class names, year groups, uniforms or any identifying personal information.
- Do not post sensitive information about a child, including health matters, injuries, behaviour issues or vulnerabilities.
- Adults must not message students directly, "friend" or follow students on personal social media accounts, tag or name students, or interact privately online with students.



Personal or sensitive information about students, families or staff must not be published on P&C Association social media channels.

Moderation of content

The moderator may remove any content or posts that they consider to be

- false, misleading, or deceptive
- an infringement of copyright, moral rights or trademark rights
- contrary to its intentions, purposes, or values
- defamatory, misleading or offensive, or
- containing confidential or personal information about students, families or staff

When a party's posts breach this policy or other P&C Association policies, they may be blocked from the P&C Association social media accounts.

Document Information and Review

This document will be reviewed by the Custodian on an annual basis. Any updates to this policy must be adopted or approved at a general or special meeting before becoming effective. Seven days' notice is required for adoption or alteration.

Custodian: P&C Social Media Officer or agreed delegate

Next review due: April 2027

Version	Changes made	Prepared by	Reviewed by	Date Adopted
Draft	Creation with content taken from NSW P&C Federation template	Eleisa Cajna 28/1/2026		
Version 2	Formatting changes	Ashley Hally-Burton 9/2/26		
BPS PC Social Media Policy 2026	Remove draft watermark and update document name	Eleisa Cajna	BPS P&C Association Members	6 May 2026 at Association General Meeting